# Take your Fall with pride!

## argoflex

**shows you the picture before you take it** →

You'll be proud of every picture you take this Fall—when you use the Argoflex method. For Argoflex shows you the picture the way your film sees it. Get it right in your Argoflex viewfinder and you have a picture you'll treasure.

Argoflex gives you 12 pictures, 2¼ x 2¼ inches, on standard 620 roll film. Taking lens: luxed coated, color corrected f: 4.5, geared to matching f: 4.5 coated viewing lens. Accurate shutter speeds, 1/10 to 1/500. Superb for color. See Argoflex now at your favorite camera shop.

ARGUS, INCORPORATED • ANN ARBOR, MICH.

**You'll get no headless** horsemen when you take your pictures with Argoflex, because Argoflex always shows you all of your picture before you take it.

**New Argoflex EF** with flash built in takes sizzling pictures flash unit for perfect synchronization.

argus

**It may look like** an uphill fight to the losing team but your picture will show a level field when you use an Argoflex.

**America's First Twin-Lens Camera**